

BS00023

U.S. Application No. 09/751,809 Examiner Brown, Art Unit 2611
Submission of Amendment with RCE in Response to June 2, 2005 Final Office Action

AMENDMENT TO THE CLAIMS

1. (Cancel)
2. (Cancel)
3. (Cancel)
4. (Cancel)
5. (Cancel)
6. (Currently Amended) A method for formulating and delivering data for use in controlling the presentation of a program and portions thereof, the method comprising:

formulating frames of program data and associating each frame with a discrete portion of the program, wherein the program data comprises ~~(1) content data, (2) control data, or (3) both content and control data~~, the content data describing attributes of the discrete portion of program to which the content data is associated, the control data comprising control instructions to alter a display screen at coordinates specified by the control data;

delivering the program data to a transmission facility; and

distributing the program data to viewers;

~~distributing alternate scenes for use in the program, the alternate scenes comprising an alternate audio track and alternate video track, the alternate scenes selected by viewers.~~

7. (Currently Amended) The method of claim 6 further comprising blocking a portion of the display screen at the coordinates specified by the control data ~~displaying indicia to viewers to indicate when a discrete portion of the program has been modified to display an alternate scene.~~

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8. (Currently Amended) The method of claim 7 further comprising blurring a portion of the display screen at the coordinates specified by the control data displaying to a selected viewer an indication that the alternate scene was chosen by the selected viewer.
9. (Currently Amended) A method for formulating and delivering data for use in controlling the presentation of a program and portions thereof, the method comprising:

formulating frames of program data and associating each frame with a discrete portion of the program, wherein the program data comprises ~~(1) content data, (2) control data, or (3) both content and control data,~~ the control data comprising control instructions to alter a display screen at coordinates specified by the control data;

delivering the program data to a transmission facility;

distributing the program data to viewers by embedding the program data in a channel carrying an Electronic Programming Guide.

10. (Cancel)
11. (Cancel)
12. (Cancel)
13. (Cancel)
14. (Cancel)
15. (Cancel)
16. (Cancel)
17. (Cancel)
18. (Cancel)
19. (Currently Amended) A method of remotely controlling presentation of a program to a viewer, the method comprising:

sending program data over a communications network to a consumer electronics ("CE") device associated with the viewer;

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receiving from the viewer an instruction to alter the program according to
collecting from a viewer interface the viewer's presentation preferences; and
sending control instructions to alter a portion of a display screen at coordinates
specified by the control instructions comparing the program data with the viewer's
presentation preferences and thereafter modifying the program for display to the viewer,

in which the program data is embedded in a channel carrying an Electronic
Program Guide delivered to the viewer's CE device.

20. (Currently Amended) A method for formulating and delivering data for use in controlling presentation of a program and portions thereof, the method comprising:

receiving frames of program data, each frame associated with a discrete portion of
the program, the program data comprising at least one of (1) content data, (2) control
data, and (3) both content and control data, control instructions that alter a portion of a
display screen at specified coordinates the program data allowing a viewer to select
alternate content for use in the program;

accessing the alternate content selected by the viewer; and

replacing a only the portion of the display screen program with the alternate
content.

21. (Currently Amended) The method of claim 20, wherein replacing the portion of the
display screen accessing the alternate content comprises locally accessing the alternate content.
22. (Currently Amended) The method of claim 20, further comprising indicating when the portion of the display screen program has been modified with the alternate content.

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23. (Currently Amended) The method of claim 20, wherein replacing the portion of the display screen comprises blocking the portion ~~further comprising generating an icon that indicates when the portion of the program has been modified with the alternate content.~~
24. (Currently Amended) The method of claim 20, wherein replacing the portion of the display screen comprises blurring the portion ~~further comprising commanding display of an icon that indicates when the portion of the program has been modified with the alternate content.~~